

## Modernizing Global Content Operations

The Globus family of brands is the world's leading tour operator for over 90 years. With their extensive travel expertise and trusted network, travelers get to experience an unforgettable and exceptional vacation with top-notch transportation, and VIP access to iconic sights.

The family of brands sets itself as the world's leading tour operator with more than 30 tourism and aviation businesses around the world, and 50 offices around the world. Brands include Globus, Cosmos, Monograms, and Avalon Waterways, each offering a customized experience to different travel styles. The companies' escorted, independent and river cruise vacations offer nearly 10,000 departures and thousands different itineraries, covering more than 65 countries on six continents.

## Building a Global Scalable Solution

Globus' homegrown, digital asset and product information management solution had grown expensive to maintain, lacked modern functionality, and suffered from performance issues. As a result, individual Globus brands turned to disparate, disconnected, and unsupported solutions to meet their needs. This organizational misalignment made it challenging to find and reuse content assets, impacting productivity and customer experience, and driving up licensing costs.

To resolve these problems, Globus partnered with Sitecore and XCentium to implement Content Hub to manage digital assets and product content across all their sites and brands worldwide. To be successful, Globus' requirements for this initiative included:

- A flexible, performant solution with an ongoing strategy and roadmap.
- An enterprise solution with global reach.
- Improve content lifecycle process
- The ability to serve as a PIM.
- The ability to easily reuse and repurpose assets across sub-brands.
- Create dynamic and personalized experiences
- Partnering with a solution integrator with the expertise to implement the system, migrate content from disparate sources, and provide adoption and customer success support.

### CLIENT

Globus family of brands

### WEBSITE

[www.globusandcosmos.com](http://www.globusandcosmos.com)

### INDUSTRY

Travel

### SOLUTIONS

Sitecore XP  
Sitecore Content Hub  
PCM, CMP, and DAM connectors  
JSS headless driven website  
Multi-site and language support  
Google Analytics and GTM integration

### CLIENT

Globus family of brands

### WEBSITE

www.globusandcosmos.com

### INDUSTRY

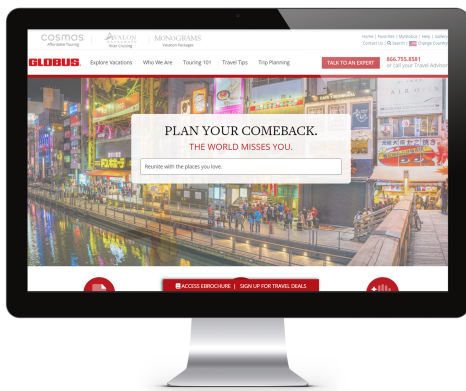
Travel

### SOLUTIONS

Sitecore XP  
Sitecore Content Hub  
PCM, CMP, and DAM connectors  
JSS headless driven website  
Multi-site and language support  
Google Analytics and GTM integration

“We hit the implementation partner jackpot with XCentium. During the sales process and in their marketing, they hyped and touted their qualifications and expertise. However, it’s no hype and it’s the real deal. We’re so lucky to be working with them on our global Website infrastructure.”

– **Jeff Russel, Director of Marketing of Globus family of brands.**



## Transforming Legacy Systems to Content Hub & Sitecore XP

Globus’ legacy solutions hindered innovation because of fear of breaking these systems, so the challenge was to maintain and manage content from multiple systems. As the systems were siloed, having their own architecture and approach, XCentium was able to transfer the systems into a dynamic and flexible Content Hub PCM. Content is easily distributed to multiple downstream channels having one unified source.

Since rolling out the first phase of their Content Hub initiative, Globus is exceptionally pleased with its outcomes so far. Serving as a centralized DAM and PIM for every Globus brand worldwide. Content Hub is already demonstrating measurable results.

- Increased user adoption and usage.
- Positive user feedback.
- Hard savings on content from improved reuse and repurpose.
- Expected cost savings from pending sunset of legacy tools.
- Advanced search capabilities and sharing of assets.
- Enabled content authors to quickly create content across all regions and languages.

## The New World for Globus Product Content

